

# Municipal Broadband Networks

MMA Technology Conference 4/30/13



## ❖ Who is RedZone Wireless?

- ▶ *Internet Service Provider*
- ▶ *HQ Rockland, ME*
- ▶ *Operational since 2005*
- ▶ *Serving 2,000+ residential & business customers*
- ▶ *Managed WiFi systems for Hotels, Resorts, Campgrounds, Multi-tenant, and Schools.*

redRocket 

- ▶ Mount Desert
- ▶ Cranberry Isles
- ▶ Hermon
- ▶ Augusta



## ❖ Rationale for Municipal Broadband in Maine

- ▶ Incumbent providers (DSL & Cable) are not expanding, leaving some areas of the community w/o service.
  - ◆ *Ex. Mount Desert & Cranberry Isles*
- ▶ Subsidized, low cost broadband for residents
  - ◆ *Ex. Hermon \$15.00/mo residential broadband*
- ▶ Economic Development
  - ◆ *Ex. Augusta: FREE for business as part of downtown revitalization effort*
- ▶ Other (Public Safety, Economic Development (WiFi for tourists & business travelers))

	Advantages	Disadvantages
Wireless	<ul style="list-style-type: none"><li>- Lower capital cost</li><li>- Rapid deployment</li><li>- Mobility</li></ul>	<ul style="list-style-type: none"><li>- Line of sight only</li><li>- Mounting assets</li></ul>
Fiber	<ul style="list-style-type: none"><li>- Future proof bandwidth</li></ul>	<ul style="list-style-type: none"><li>- Higher capital cost</li><li>- No mobility</li></ul>

- ✓ Define Objectives
- ✓ Set Expectations
- ✓ RFQ



## ❖ Who, What, When, Where, & How

- ▶ Coverage Area (be VERY specific)
- ▶ Services offered (Biz, res, hotspot,...)
- ▶ Service speeds
- ▶ Time, Usage limitations (GB sent/received, total)
- ▶ Security (Hotspot login [user/pw], PPP, other)
- ▶ Turnkey, or
  - ◆ Build, Operate, Monitor, and Maintain
  - ◆ Client Support
  - ◆ Billing (if any)
- ▶ Content Filtering (P2P, other)
- ▶ Captive Portal (How the public sees your service)
- ▶ Budget, timeline, phasing







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Select the type of account that suits your needs.

WiFi Hotspot access is perfect for those who are just visiting the area or only need Internet access for a short period of time.

Monthly access gives you access to our WiFi Hotspots as well as bring high-speed Internet access to your home or business each month.

**Wi-Fi Hotspot  
Access**

**Monthly  
Access  
(Recurring Billing)**



# Captive Portal Example

redZone **WIRELESS**


Home Sign Up FAQs Contact Us

## Get your **FREE** or **Premium** hotspot access today!





In just a few seconds you'll have access to dozens of Wi-Fi hotspot locations.

**Sign Up**

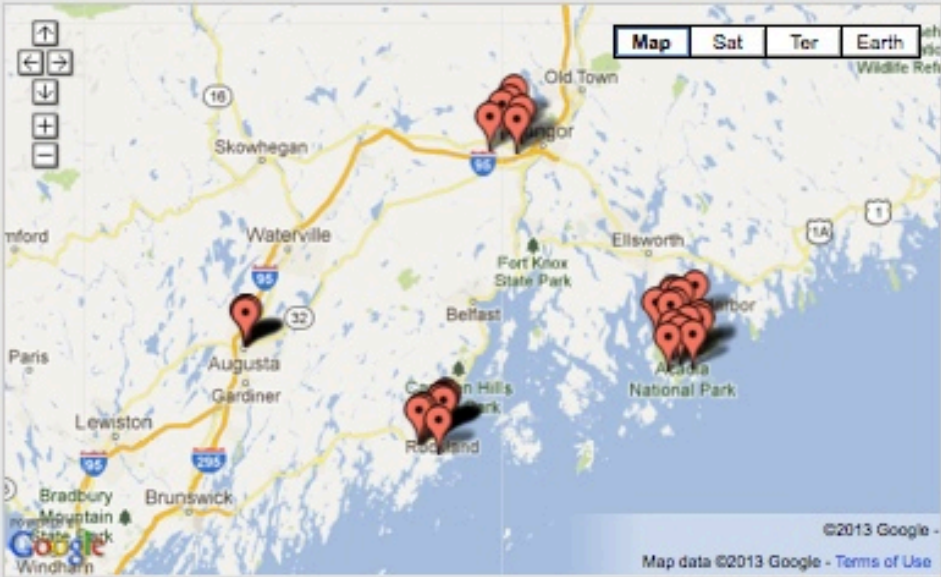
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# Captive Portal Example


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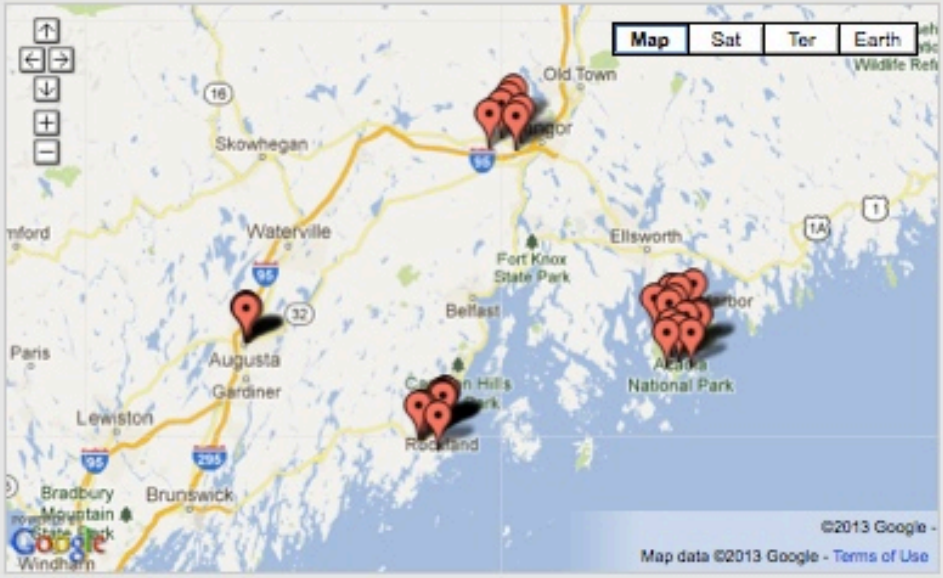


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